MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

PEN0065 – ACADEMIC ENGLISH

(All Sections)

25 OCTOBER 2017
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **SIX** pages with **THREE** sections only.
2. Answer **ALL** questions.
3. Write **ALL** your answers in the answer booklet.

SECTION A: READING AND VOCABULARY [25 MARKS]

Instructions: Read the four reading texts, and answer the questions for each text in complete sentences.

Text 1 (5 marks)

YouTube is an incredibly rich, diverse, and popular site of amateur media practice. Roughly, one hundred hours of video are uploaded to YouTube every minute, featuring a wide variety of content. One popular type of video on YouTube is "beauty vlog". The beauty community on YouTube includes millions of gurus and subscribers who interact through common interests in beauty, fashion, and lifestyle. Some women who actively participate in frequent video uploads and interact on the video hosting site experience a great deal of attention and gain large fan bases called subscribers. In these videos, vloggers who are sometimes referred to as "*beauty gurus*" give makeup tutorials, review cosmetic products, and share their skincare routines.

These videos are driving higher product purchases than traditional marketing channels, highlighting the increasing importance of educational content to support product purchases in this industry. They also constitute a unique type of nonprofessional media production, where a kind of "how-to" functionality intersects and interconnects with aesthetics and entertainment. The videos are a significant example of the position of media produced by *amateurs* in the light of the changing media landscape of the twenty-first century.

The medium does not require much in the way of costly equipment or technological proficiency. The vlog style of video typically features a person seated in front of the camera and speaking directly to the viewer. Moreover, the most basic videos require only a computer with a webcam that has good sound and image quality, an Internet connection, and perhaps some basic editing software such as iMovie. The convenience of the means to produce a vlog has no doubt contributed the popularity and widespread production of videos in this format.

Adapted from Fischer, T. (2014). Makeup, YouTube, and amateur media in the twenty-first century. *Undergraduate Film Journal, (2), 1-8.* Retrieved from https://commfilm.ucalgary.ca/filmsociety/sites/commfilm.ucalgary.ca.filmsociety/files/crashcut_3.pdf#page=7

a) Who are the "beauty gurus"? (2 marks)
b) Find the word that means "shares common areas" in paragraph 2. (1 mark)
c) Provide an **antonym** for the word "*amateurs*" (line 15). (1 mark)
d) What is the main idea of paragraph 3? (1 mark)

Continued...

Text 2 (6 marks)

Tutankhamun was an Egyptian pharaoh who was buried in a *lavish* tomb filled with gold artifacts in the Valley of the Kings. His tomb, given the modern-day name "KV 62", was discovered in 1922 by an archaeological team led by British Egyptologist, Howard Carter. Probably one of the best known pharaohs of ancient Egypt, Tutankhamun was a minor figure in ancient Egyptian history. The boy king of the 18th Egyptian dynasty was the son of the powerful Akhenaten (also known as Amenhotep IV). His short reign of eight to nine years accomplished little, but the discovery of his nearly intact tomb in 1922 has led many to attempts to unravel the mysteries of his life and death.

The tomb was mostly intact, an extraordinary find, given that most of the tombs in the Valley of the Kings had been robbed in ancient times. While Tutankhamun's tomb was magnificent, historical, and archaeological, evidence indicates that the young pharaoh was sickly and spent his short rule trying to undo a religious revolution that his father had started.

It is not known what killed Tutankhamun. There have been numerous theories put forward over the years. It has been suggested that he died from an infection caused by a broken leg or from injuries suffered in a chariot accident. It has also been speculated that Tutankhamun suffered from Marfan syndrome, a genetic disorder that can leave someone with unusually long fingers, arms, and legs. Members of the royal family were depicted with *it* during Akhenaten's reign.

In 2010, a study found that Tutankhamun suffered from ill health. The study found that he suffered from a variety of *maladies*, including malaria and Kohler disease (a rare bone disorder of the foot). A number of canes have been found in Tutankhamun's tomb. This supports the idea that the pharaoh had difficulty walking at times.

Adapted from Jarus, O. (2016). *Tutankhamun: The life & death of the boy pharaoh.* Retrieved from https://www.livescience.com/54090-tutankhamun-king-tut.html

a) State True or False for the following statements: (1 mark)
   i. KV 62 is the tomb of the young pharaoh, Tutankhamun, which was found in the Valley of the Kings.
   ii. King Tutankhamun is known for his intact tomb, discovered in Egypt's Valley of the Kings in 1922.

b) What does the word *"it"* in line 20 refer to? (1 mark)

c) What are the theories explaining the death of King Tutankhamun? (2 marks)

d) Provide a word or a phrase that best defines each of the following words: (2 marks)
   i. *lavish* (line 1)
   ii. *maladies* (line 22)

Continued...

Text 3 (7 marks)

Cigarette smoke can have wide-ranging health effects on the body, and the lungs and airways are two of the hardest-hit areas. As soon as a person inhales the chemicals found in cigarette smoke, the tiny hairs called cilia that line the lungs slow down their brush-like movement. This causes them to become temporarily paralysed and less effective at cleaning out mucus and other substances, such as dust particles, from the airways. Another change observed in the lungs of smokers is an increase in the thickness and production of mucus. Since cilia cannot sweep mucus out of the lungs as quickly as it is being formed, it accumulates in the airways, clogs them up, and triggers a cough.

However, there is some good news for those looking to quit smoking. According to Dr. Norman Edelman, a senior scientific advisor for the American Lung Association, some of the short-term inflammatory changes to the lungs can be reversed when people quit smoking. In other words, swelling subsides on the surface of the lungs and airways, and lung cells produce less mucus. New cilia can grow, and these are better at clearing out mucus secretions. In the days to weeks after quitting, former smokers will notice that they have less shortness of breath when they exercise. *Paradoxically*, former smokers may cough more during the first few weeks after they quit than when they were smoking. This is a good thing; it means the lung's cilia are active again, and these fine hairs can now move excess mucus secretions from the lungs into the airways and towards the throat, where they can be coughed up. "Coughing is cleaning up the gunk in the lungs," Edelman explained.

The body is very good at repairing some of the damage to lung cells and tissues caused by smoking, but not all of the damage is reversible. Damage to the lungs and a deterioration in lung function are directly related to the number of packs of cigarettes a person typically smokes per day times the number of years the person has smoked, a measure known as "pack years". The greater the pack years, the more likely the lungs will have irreversible damage. Although the lungs have ways to protect themselves from damage, these defences are reduced with long-term exposure to the harmful chemicals inhaled from cigarettes. As a result, lung tissue can become inflamed and scarred from smoking, and so the lungs lose elasticity and can no longer exchange oxygen efficiently.

Adapted from Nierenberg, C. (2017). *Do smokers' lungs heal after they quit?* Retrieved from https://www.livescience.com/59667-quit-smoking-lungs-heal.html

a) What is the tone of the author in this article? (1 mark)
b) Provide four effects of smoking on the lungs. (2 marks)
c) Why is the word "*Paradoxically*" used in line 17? (2 marks)
d) How does a high number of pack years lead to irreversible damage to the lungs? (2 marks)

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Text 4 (7 marks)

Four years ago, veteran Woodland Park High School chemistry teachers, Jonathan Bergmann and Aaron Sams, stumbled onto an idea. Struggling to find the time to reteach lessons for absent students, they bought a USD 50 software that allowed them to record and annotate lessons, and post them online. Absent students appreciated the opportunity to see what they missed, but, surprisingly, so did students who had not missed class. They, too, used the online material, mostly to review and reinforce classroom lessons. Soon, Bergmann and Sams realised they had the opportunity to radically rethink how they used class time. It is called "the flipped classroom".

The core idea is to flip the common instructional approach: with teacher-created videos and interactive lessons, instruction that used to occur in class is now accessed at home, in advance of class. Class becomes the place to work through problems, advance concepts, and engage in collaborative learning. Most importantly, all aspects of instruction can be rethought to best maximise the scarcest learning resource—time. Flipped classroom teachers almost universally agree that it is not the instructional videos on their own, but how they are integrated into an overall approach, that makes the difference.

In his classes, Bergmann says, "students cannot just watch the video and be done with it." He checks their notes and requires each student to come to class with a question. He says it takes a little while for students to get used to the system. As the year progresses, he sees them asking better questions and thinking more deeply about the content. After flipping his classroom, Bergmann says he can more easily query individual students, probe for misconceptions around scientific concepts, and clear up incorrect notions. Counterintuitively, Bergmann says the most important benefits of the video lessons are *profoundly human*, "I now have time to work individually with students. I talk to every student in every classroom every day."

Traditional classroom interactions are also flipped. Typically, the most outgoing and engaged students ask questions, while struggling students may act out. Bergmann notes that he now spends more time with struggling students, who no longer give up on homework, but work through challenging problems in class. Advanced students have more freedom to learn independently. While high-school students still occasionally lapse on homework assignments, Bergmann credits the new arrangement with better relationships, greater student engagement, and higher levels of motivation. Once Bergmann's and Sams's lessons were posted online, it was not long before other students and teachers across the country were using the lessons and making their own.

Adapted from Tucker, B. (2012). *The flipped classroom.* Retrieved from http://educationnext.org/the-flipped-classroom/

a) Why did Bergmann and Sams record lessons and post them online? (1 mark)
b) Explain the main concept of flipped classroom. (2 marks)
c) Why does Bergman say that "students cannot just watch the video and be done with it" (lines 17-18)? (1 mark)
d) What does "*profoundly human*" (line 24) mean? (1 mark)

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e) What are the effects of flipped classroom on students who struggle in the lesson? (1 mark)

f) Find a word in paragraph 4 that has similar meaning to "fail or forget to do something". (1 mark)

SECTION B: GRAMMAR [10 MARKS]

Question 1: Transitions (5 marks)
Instructions: Fill in each blank with a suitable transition.

Example: Over the past 30 years, research on attractiveness has paid too much attention to the importance of the face and body **(0) <u>while</u>** ignoring the crucial role of smell and sound in the interaction between two people.

Over the past 30 years, research on attractiveness has paid too much attention to the importance of the face and body **(0) <u>while</u>** ignoring the crucial role of smell and sound in the interaction between two people. As the international team of scientists led by Agata Groyecka points out, "Beauty is also in the nose and the ear of the beholder."

The researchers carried out a review on attractiveness literature over the past 30 years. The results, published in *Frontiers in Psychology*, found compelling evidence that (1) _____ olfactory and acoustic components played a major role in attractiveness.

Groyecka and colleagues highlighted that through the voice of an individual, a person is able to determine dominance, cooperativeness, emotional state, and even the body size of the speaker. (2) _____ , studies also suggested that an individual's odour can be used to assess sex, fertility, diet, and genetic compatibility. In fact, odour allows us to recognise our own kin, a likely evolutionary mechanism to avoid inbreeding.

"Most people might know what their type is; (3) _____ , they might not know what kinds of odours or voices they like," said Groyecka. In the absence of visual cues, the researchers found two important findings. First, an attractive voice or body odour elicited "prosocial behaviour" and positive impressions among subjects. These elements can independently predict differences in reproductive and socioeconomic success.

(4) _____ , when sight, smell, sound were evaluated simultaneously, the effect was synergistic. When combined, they provided more information than any single element could individually. (5) _____ , combining an attractive face with an attractive voice or scent resulted in a higher overall judgment of attractiveness than a single aspect could predict.

Adapted from Hershaw, E. (2017). *Can humans smell beauty?* Retrieved from https://www.livescience.com/59180-can-humans-smell-beauty.html

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Question 2: Modal Verbs (5 marks)
Instructions: Fill in each blank with a suitable modal verb.

Example: Some people follow a largely vegetarian diet because they **(0) cannot** afford to eat meat.

People become vegetarians for many reasons, including health, religious convictions, concerns about animal welfare or the use of antibiotics and hormones in livestock. Some people follow a largely vegetarian diet because they **(0) cannot** afford to eat meat. Becoming a vegetarian has become more appealing and accessible, thanks to the year-round availability of fresh produce, more vegetarian dining options, and the growing culinary influence of cultures with largely plant-based diets.

Nowadays, plant-based eating is recognised as not only nutritionally sufficient but also as a way to reduce the risk for many chronic illnesses. According to the American Dietetic Association, appropriately planned vegetarian diets, including total vegetarian or vegan diets, are healthful, nutritionally adequate, and they (1) _____ provide health benefits in the prevention and treatment of certain diseases. "Appropriately planned" is the operative term. Unless you follow recommended guidelines on nutrition, fat consumption, and weight control, becoming a vegetarian (2) _____ not necessarily be good for you. A diet of soda, cheese pizza, and candy, after all, is technically "vegetarian". For health, you (3) _____ eat a wide variety of fruits, vegetables, and whole grains. It is also vital to replace saturated and trans fats with good fats, such as those found in nuts, olive oil, and canola oil. Always keep in mind that you (4) _____ not eat too many calories, even from nutritious, low-fat, plant-based foods, or you will gain weight.

You can get many of the health benefits from becoming a vegetarian without going all the way. For example, a Mediterranean eating pattern — known to be associated with longer life and reduced risk of several chronic illnesses — features an emphasis on plant foods with a sparing use of meat. Even if you do not want to become a complete vegetarian, you (5) _____ steer your diet in that direction with a few simple substitutions, such as plant-based sources of protein — beans or tofu, for example — or fish instead of meat a couple of times a week.

Adapted from Harvard Women's Health Watch. (2016). Becoming a vegeterian. *Harvard Health Publications*. Retrieved from http://www.health.harvard.edu/staying-healthy/becoming-a-vegetarian

SECTION C: WRITING [25 MARKS]
Instructions: Write a process essay of **not less than 350** words based on the information given below.

Life can get stressful with assignments on top of other priorities. An extension on an assignment can be helpful and at times necessary for students to perform their absolute best. Suggest ways to ask for an extension on an assignment.

End of Paper